



FINANCIAL
TIMES

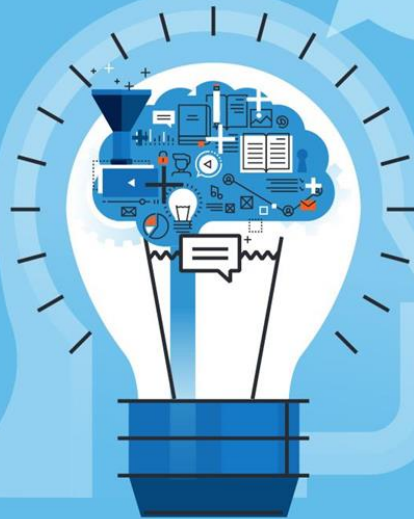
Audience Signals:

Incorporating the audience into decision making

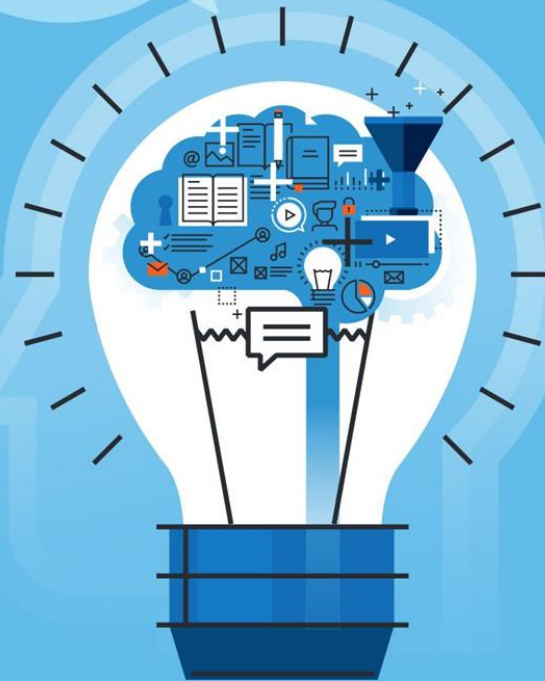
Alyssa Zeisler, Engagement Strategist

Using audience signals to inform your decision making can help you meet the needs of your audience and grow the impact of your journalism

FT Engage



**Join FT journalists for
conversation and drinks**



FT

FINANCIAL
TIMES

Your guide to getting ahead at work

Career advice that reveals what your boss's boss is thinking about risk-taking, getting things done, and building the perfect team

Have a suggestion? [Help us improve the guide](#)



Long Story Short.

FRIDAY 29 SEPT.

This an experimental newsletter we thought you might enjoy. Each Friday, for the next four weeks, a different FT journalist will share their unique take on the week and the stories they think you shouldn't miss.

Thoughts? We'd love to hear yours - [let us know via this short form](#) or drop us a note at longstoryshort@ft.com

Straight from the desk of **Esther Bintliff**, Deputy Editor of the FT Weekend magazine



Dear readers,

Congratulations, it's nearly the weekend! Here are five things I loved in the FT this week.

1. 'You have to admit, it's damn handy'



In the wake of Uber **losing** its London licence (and 800,000 people signing a petition to save it), Robert Shrimley **nails the consumer dilemma over the ride-hailing app** - sure, its ethics leave something to be desired, but it's just so convenient:

"I know that Uber's business model is questionable. I know its pricing is designed to drive out competitors, and I know that it doesn't play by the rules. But you have to admit, it's damn handy. And this is why I am quietly pleased that London has taken a stand because, frankly, I wasn't going to and — let's face it — neither were most of you." - **Uber: the triumph of wallet over spirit**



What are we doing well?

What can we improve?

“I'd be keen on an event series involving columnists/reporters; perhaps a reporting series followed by an event”

Simon Kuper

+ Add to myFT

LIFE & ARTS COLUMNIST

Simon Kuper joined the Financial Times in 1994. He wrote the daily currencies column, before leaving the FT in 1998. He returned in 2002 as a sports columnist and has been there ever since. Nowadays he writes a general column for the Weekend FT on all manner of topics from politics to books, and on cities including London, Paris, Johannesburg and Miami.

Email Simon Kuper

@KuperSimon

DECEMBER 1, 2017



Review **Non-Fiction** Best books of 2017: Sports

Save

Simon Kuper selects his must-read titles

NOVEMBER 30, 2017

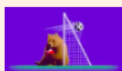


FT Magazine A literary manhunt for Josef Mengele

Save

An award-winning new book illuminates the nadir of the European century

NOVEMBER 23, 2017



FIFA World Cup Russia's World Cup: a Putin own goal?

Save

'Since the day Fifa chose Russia to host the tournament, the country's image in the west has collapsed'

NOVEMBER 16, 2017



Brexit Why Brexit Britain needs to upskill its workforce

Save



Sales Ended

FEB
10

FT Engage: Behind the Scenes at Euro 2016

by The Financial Times

£25.91

DETAILS

DESCRIPTION

[Simon Kuper](#), FT Columnist and award-winning writer on football, is joined by commentators [Amy Raphael](#), [David Winner](#) and [Jimmy Burns](#) for an FT look at football and football culture in Europe. From England, Spain, and France, to Wales and Northern Ireland, we'll discuss the game, the fans, the media, how football is experienced in Europe—and much more.

Join us for drinks and conversation as well as a complimentary copy of Jimmy Burn's updated 2016 version of [Barca: A People's Passion](#) (published February 2016).

DATE AND TIME

Wed, February 10, 2016
6:30 PM – 8:30 PM GMT
[Add to Calendar](#)

LOCATION

Financial Times
1 Southwark Bridge
London
United Kingdom
[View Map](#)

FT Start-Up Stories

By Financial Times

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Free

Category: Business

Language: English

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Description

The Financial Times's Jonathan Moules talks to entrepreneurs about building successful brands, giving birth during a funding round, and rebuilding a reputation in the wake of bankruptcy. Real stories from those who've done it, from idea to exit.

Name	Description	Released	Price	
1 A payment solution for L...	Philipp Bock set out to...	9/10/2017	Free	View in iTunes
2 The Aspen busters	Glenn Keys and Andre...	9/3/2017	Free	View in iTunes
3 Challenging the consume...	Jeff Raider has helped ...	8/27/2017	Free	View in iTunes
4 A winning commute	A crowded train journ...	8/19/2017	Free	View in iTunes
5 Europe's tech pioneer	Bernard Liautaud's sta...	8/14/2017	Free	View in iTunes
6 Building a successful team	Cal Henderson and hi...	8/6/2017	Free	View in iTunes
7 Blazing a trail for cycling ...	Emily Brooke wanted t...	7/30/2017	Free	View in iTunes
8 Beating off the competition	Will Dean tells Jonatha...	7/23/2017	Free	View in iTunes
9 Plugging into the global ...	Jane Ni Dhulchaointig...	7/16/2017	Free	View in iTunes
10 Framestore and the Soho ...	William Sargent found...	7/10/2017	Free	View in iTunes
11 Live panel debate: living i...	Six entrepreneurs who...	12/12/2016	Free	View in iTunes
12 Series 3: The Coconut Me...	Al Shariat trained as a...	12/4/2016	Free	View in iTunes
13 Series 3: Mixcloud and th...	Mix cloud, a music str...	11/27/2016	Free	View in iTunes
14 Series 3: The Intelligent v...	Phil Davidson is a bit ...	11/20/2016	Free	View in iTunes
15 Series 3: Market research...	Tugce Bulut's market ...	11/13/2016	Free	View in iTunes
16 Series 3: The surgical rob...	Engineer Paul Roberts ...	11/6/2016	Free	View in iTunes
17 Series 3: Working with in...	Nino Sebastiao had tr...	10/30/2016	Free	View in iTunes
18 Series 3: How to thrive in ...	Gary Grant found that...	10/24/2016	Free	View in iTunes
19 Series 3: Discovering that...	Daniel Reilly made a ...	10/16/2016	Free	View in iTunes
20 Series 3: Finding harmon...	Lopo Champalimaud, ...	10/9/2016	Free	View in iTunes



Sharing the secrets of start-up success

Join **Jonathan Moules**, FT work and careers correspondent, for drinks and discussion with a collection of pioneering entrepreneurs.

#FTEngage



NOV
22

FT Engage: Sharing the secrets of start-up success

by The Financial Times

£18 – £30



Sales Ended

[DETAILS](#)

DESCRIPTION

Join **Jonathan Moules**, FT work and careers correspondent, for drinks and discussion with a collection of pioneering entrepreneurs, and hear tales of the smart moves, inspired ideas and lucky breaks that enabled them to build fast growing international businesses.

Around the table will be Shakil Khan, co-founder of online accommodation marketplace Student.com, Diane Young, co-founder of marketing industry magazine The Drum, Tristram and Rebecca Mayhew, co-founders of treetop adventure park operator Go Ape, Lopo Champalimaud, founder of health treatments website Treatwell and John Lynch, co-founder of

DATE AND TIME

Tue, November 22, 2016
6:30 PM – 8:30 PM GMT
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LOCATION

Financial Times
1 Southwark Bridge
London
SE19HI
United Kingdom
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FT Series The Europopulists

In a year of momentous elections across Europe, a major FT project — combining in-depth interviews with voters and unrivalled data analysis — gets to the roots of the movement that is shaking the political establishment



Spectre of immigration sparks rightward turn in Italy

Having made gains in Cascina, Italy's Northern League is exploiting concerns over migrants ahead of a pivotal general election



German election: AfD's advance in six charts

How the populist party could upend the country's politics on Sunday



Italy's Five Star Movement: the unanswered questions



German elections: how the right returned

FT Engage

THE RISE OF THE RIGHT

16 March 2017

MAR
16

FT Engage: Rise of the Right

by The Financial Times

£18 – £24



Sales Ended

DETAILS

DESCRIPTION

As the Netherlands, France and Germany prepare for elections, a major FT series *The Europopulists* — combining in-depth interviews with voters and unrivalled data analysis — gets to the roots of the movement that is shaking the political establishment. Read part one of the series -- "[Is far-right populism winning in the Netherlands?](#)" -- and join us for drinks and discussion to continue the conversation.

Roula Khalaf, deputy editor of the Financial Times, Gideon Rachman, chief foreign affairs columnist, Simon Kuper, FT columnist, and Catherine Fieschi, executive director of Counterpoint, will speak with guests about the rise of European rightwing nationalism. the

DATE AND TIME

Thu, March 16, 2017
6:00 PM – 8:30 PM GMT
[Add to Calendar](#)

LOCATION

Financial Times
1 Southwark Bridge
London
SE19HL
United Kingdom
[View Map](#)

FT Series

Management's missing women

Gender equality has become a highly publicised corporate goal, but exclusive FT data show how slow progress has been. Interviews with executives charged with creating diversity and women trying to break the glass ceiling illustrate the challenges



Closing the gender gap needs support from the boss Premium

Three multinationals show how corporate leadership is critical to achieve diversity



Do company diversity programmes actually help women get ahead?

Executives discuss what works and what does not



Silicon Valley has long way to go



Women in finance discuss the

FT Engage

CLOSING THE GENDER GAP

19 April 2017

#FTEngage



APR
19

FT Engage: Closing the Gender Gap

by The Financial Times

£12 – £21.60



Sales Ended

[DETAILS](#)

DESCRIPTION

Women make up a majority of university graduates in the UK yet remain underrepresented in management and leadership positions of many companies. Those women who do make it up the ladder often earn less than men at the same level. At the current pace, closing the gender pay gap would take **another 24 years** and could boost female earnings by about £85bn a year.

Join us for a conversation about women in the corporate world - what things look like today and what a future where men and women are more equal might look like.

Brooke Masters, FT companies editor, will lead a

DATE AND TIME

Wed, April 19, 2017
6:00 PM – 8:30 PM BST
[Add to Calendar](#)

LOCATION

Financial Times
1 Southwark Bridge
London
SE19HL
United Kingdom
[View Map](#)

“I think this was a really interesting way of engaging with your readers and should become a regular feature.”

Recency

*How recently did a user
visit our site?*

Frequency

*How often does a user
visit our site?*

Volume

*How many pieces of
content do they read?*

Questions

- What struggles do you encounter at work that a career guide could help you address?
- What experts, executives or entrepreneurs would you like to read an interview with?



How to build an unconventional career

Finding success outside of traditional roles



How to have a growth mindset

Being a lifelong learner and having a growth mindset



How to be a better communicator

Conveying your idea to create change



How to be a new manager

Advice for what to do after you get the promotion



How to ask for a raise

Advice on making your case, how much to ask for, and what to do if you don't get it



How to be productive

Finding your focus and set the right priorities

FT recommends

Your guide to getting ahead at work



How to have a growth mindset

Thanks to automation and the forces of globalisation, working life is impermanent and unpredictable, and will only become more so. That is daunting, but it is also liberating. We are increasingly willing to take control.

What does this mean for your career growth?



Work is impermanent - Plan for five careers in a lifetime



Satya Nadella, Microsoft, on why robots are the future of work



What business school taught a start-up CEO about the long view



Publicis CEO on adapting to digital disruptions in advertising

FT recommends

Your guide to getting ahead at work



How to ask for a raise

Advice on making your case, how much to ask for, and what to do when you don't get it. [Explore the series](#) or delve into our wider [guide for getting ahead at work](#).



How social class can affect your pay



How can I get a pay rise?



How to ask for what you want – and get it every time



Margaret Heffernan: How I demanded – and won – equal pay

FT recommends

Your guide to getting ahead at work



How to be a new manager

Being a new manager can be daunting. Boost your confidence and explore your new influence with the [latest bundle](#) from the FT's [Guide to Getting Ahead at Work](#).



Why manners maketh managers



New leaders cast off old friends



How to manage your erstwhile friends after promotion



Why you shouldn't overlook middle managers

How to dress for success

What you wear can send a whole set of emotional and social and aesthetic messages.

Have a suggestion? [Help us improve the guide](#)

[Return to the career guide >](#)



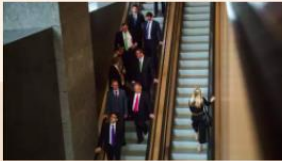
High heel dress code common in City

Reception and front-of-house sectors often have dress codes for female employees



Enforcing high heels at work humiliates women

Businesses owe it to their employees to jettison sexist dress codes



Smart guys wear suits

Casual Friday has engineered a hostile takeover, but the suits will win again



Boxing gloves and heels: female workers

A company wanting to show it values women at work uses images where they are not always gorgeous



Sexy and super bland: the office uniform

Individualism is to be avoided at all costs



The cap may fit — but don't wear it

Jeremy Corbyn, emerging from the loo, delivers a reminder of the dangers of wearing a baseball hat



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“I love the fact that this is received on a Friday and is a round-up of the week.”

“It’s great to have someone highlight the main issues. Saves me time.”

“It's incredibly punchy and gets you hooked on stories that maybe did not fully hit your radar over the busy week.”

*“It is eclectic, fun, serious, provocative
and I see things I might otherwise miss.”*

Using audience signals to inform your decision making can help you meet the needs of your audience and grow the impact of your journalism

Thank you

@a_zeisler